

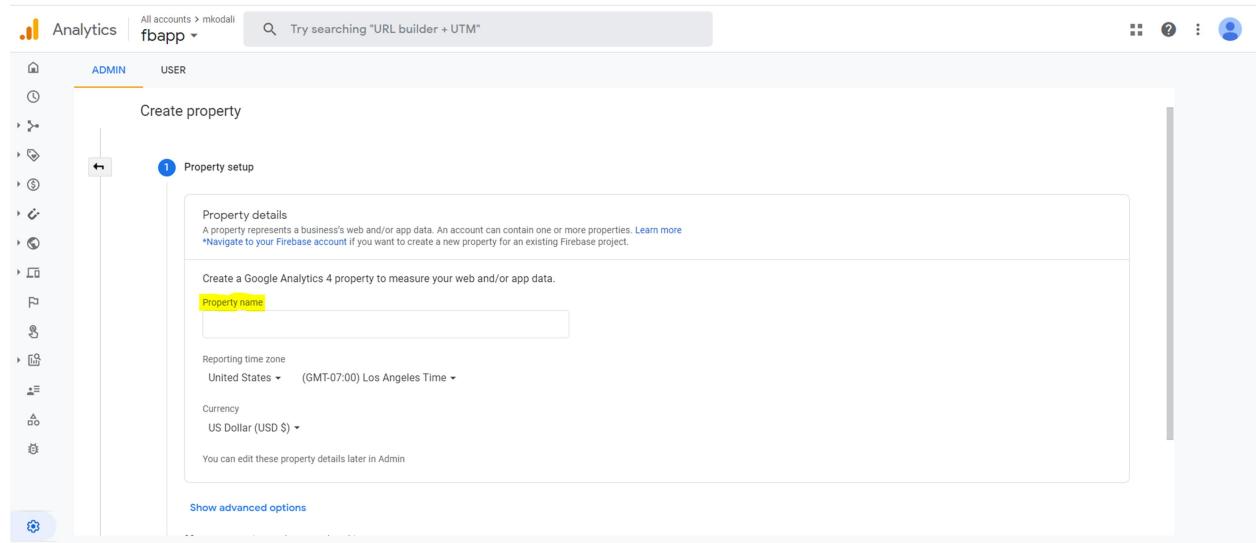
## Section 1= GOOGLE CLOUD ANALYTICS

Client-Side Implementation:

Step 1: Need to Sign in to google analytics from “analytics.google.com”

Step 2: Here we need to create an Admin proceed to Property Creation

Step 3: Property Creation – Fill Property Name field



Step 4: Add Business Information Details

Analytics | All accounts > mkodali | fbapp | Try searching "URL builder + UTM"

**Create property**

**Property setup**

**2 About your business**

**Business information**

Help us tailor your experience by answering the following.

Industry category  
Select one ▾

Business size  
 Small - 1 to 10 employees  
 Medium - 11 to 100 employees  
 Large - 101 to 500 employees  
 Very Large - 500+ employees

How do you intend to use Google Analytics with your business? (Check all that apply)

Measure customer engagement with my site or app  
 Optimize my site or app experience  
 Measure data across multiple devices or platforms  
 Optimize my advertising cost  
 Increase my conversions  
 Measure content monetization  
 Analyze my online sales  
 Measure app installs  
 Measure lead generation  
 Other

**Create** **Previous**

## Step 5: Set up data stream

Analytics | All accounts > mkodali | Test | Try searching "URL builder + UTM"

**ADMIN** **USER**

Property **+ Create Property**

Test (271241645)

- Setup Assistant
- Property Settings
- Property User Management
- Data Streams**
- Data Settings
- Data Import
- Default Reporting Identity
- Property Change History
- Data Deletion Requests

**PRODUCT LINKING**

Google Ads Linking

**Next Step: Set up a data stream to start collecting data**

After creating a data stream, you'll get tagging information and a Measurement ID for web streams.

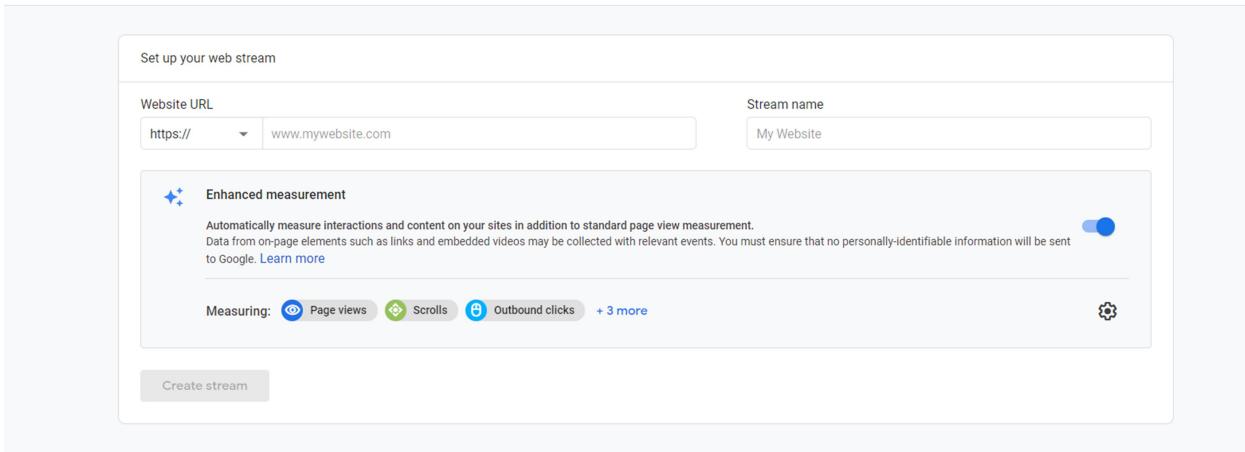
Learn more: Add a data stream and set up data collection [🔗](#)

**Choose a platform**

**Web** **Android app** **iOS app**

## Step 6: Give the Website URL and Stream Name

#### Set up data stream



Set up your web stream

Website URL: https:// www.mywebsite.com Stream name: My Website

 Enhanced measurement

Automatically measure interactions and content on your sites in addition to standard page view measurement. Data from on-page elements such as links and embedded videos may be collected with relevant events. You must ensure that no personally-identifiable information will be sent to Google. [Learn more](#)

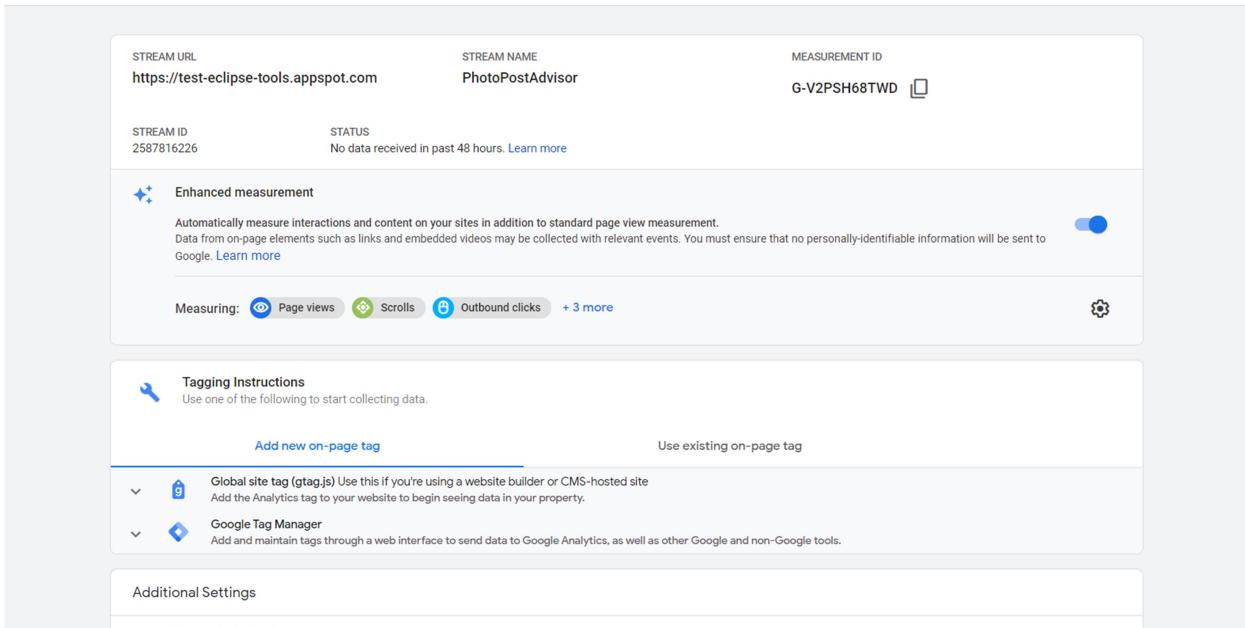
Measuring:  Page views  Scrolls  Outbound clicks + 3 more



Create stream

#### Step 7: Populates the Web stream details

##### Web stream details



STREAM URL: <https://test-eclipse-tools.appspot.com> STREAM NAME: PhotoPostAdvisor MEASUREMENT ID: G-V2PSH68TWD

STREAM ID: 2587816226 STATUS: No data received in past 48 hours. [Learn more](#)

 Enhanced measurement

Automatically measure interactions and content on your sites in addition to standard page view measurement. Data from on-page elements such as links and embedded videos may be collected with relevant events. You must ensure that no personally-identifiable information will be sent to Google. [Learn more](#)

Measuring:  Page views  Scrolls  Outbound clicks + 3 more



 Tagging Instructions Use one of the following to start collecting data.

[Add new on-page tag](#) [Use existing on-page tag](#)

 Global site tag (gtag.js) Use this if you're using a website builder or CMS-hosted site. Add the Analytics tag to your website to begin seeing data in your property.

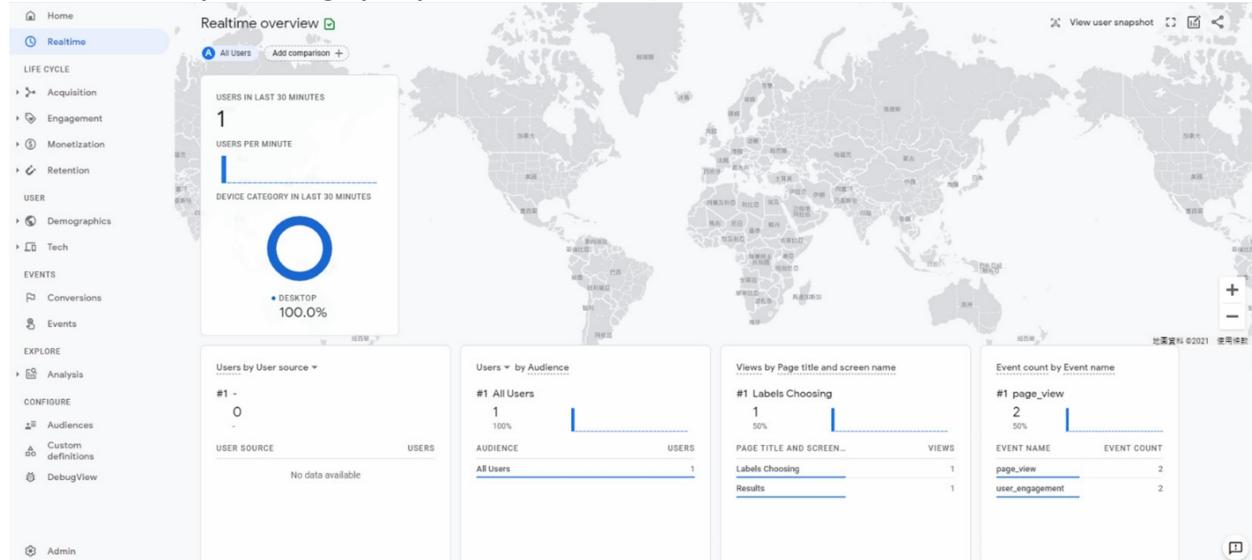
 Google Tag Manager Add and maintain tags through a web interface to send data to Google Analytics, as well as other Google and non-Google tools.

Additional Settings

After creation we can see the property details under the data streams section:

The screenshot shows the Google Analytics Admin interface. On the left, there's a sidebar with various navigation links like Home, Realtime, Acquisition, Engagement, Monetization, and Retention. The main area is titled "ADMIN" and shows a "Property" named "Test (271241645)". Below this, there are several menu items: Setup Assistant, Property Settings, Property User Management, Data Streams (which is highlighted in red), and Data Settings. To the right, there's a "Data Streams" section with tabs for All, iOS, Android, and Web. It lists a single stream named "PhotoPostAdvisor" with the URL "https://test-eclipse-tools.appspot.com".

### 1.1.a: metric 1- provide a graphs/plots/visualization (Real Time Content):



### 1.1.b: Interpret the metric 1's trend:

Above Metric gives us the information about the number of users active at that moment.

Categorization of devices can also be seen but in our case, you can see hundred percentage was given to desktop as no other was being used at that moment.

Details about the active page views under the section Event\_name and Event\_count.

All this real-time data can be especially useful in analyzing data and any kind of report generation.

### 1.1.c: limitations of metric:

Accurate Real time data updating can be a drawback when the number of users is high in number.

## Section 2= Facebook Analytics

Facebook Analytics is a free analytics tool that you can access from your browser or the Facebook Analytics mobile app. You can use Facebook Analytics to understand how people interact with your website, Facebook Page, app or other supported event source.

We have added Facebook Analytics product to our facebook app (cs651-group8-project1)

The screenshot shows the Facebook Developers Dashboard for the app 'cs651-group8-project1'. The left sidebar has a red box around the 'Analytics' section, which is highlighted with a red arrow pointing to it. The main content area shows the 'Required Actions' section with a message: 'You don't have any required action items to display. If any of your apps need immediate attention in the future, an item will appear here.' Below this are sections for 'Application Rate Limit' and 'User Rate Limit'. The 'Application Rate Limit' section shows '0% of limit used' and '100% Remaining'. The 'User Rate Limit' section shows '0 Users throttled'. At the bottom, there are tabs for 'API Stats', 'Calls', 'Errors', and 'Average Request Time' under the 'Facebook Login' section, and 'Active Login Users' and 'Trend' under the 'Facebook Login' section.

We can view Analytics by clicking on view analytics tab:

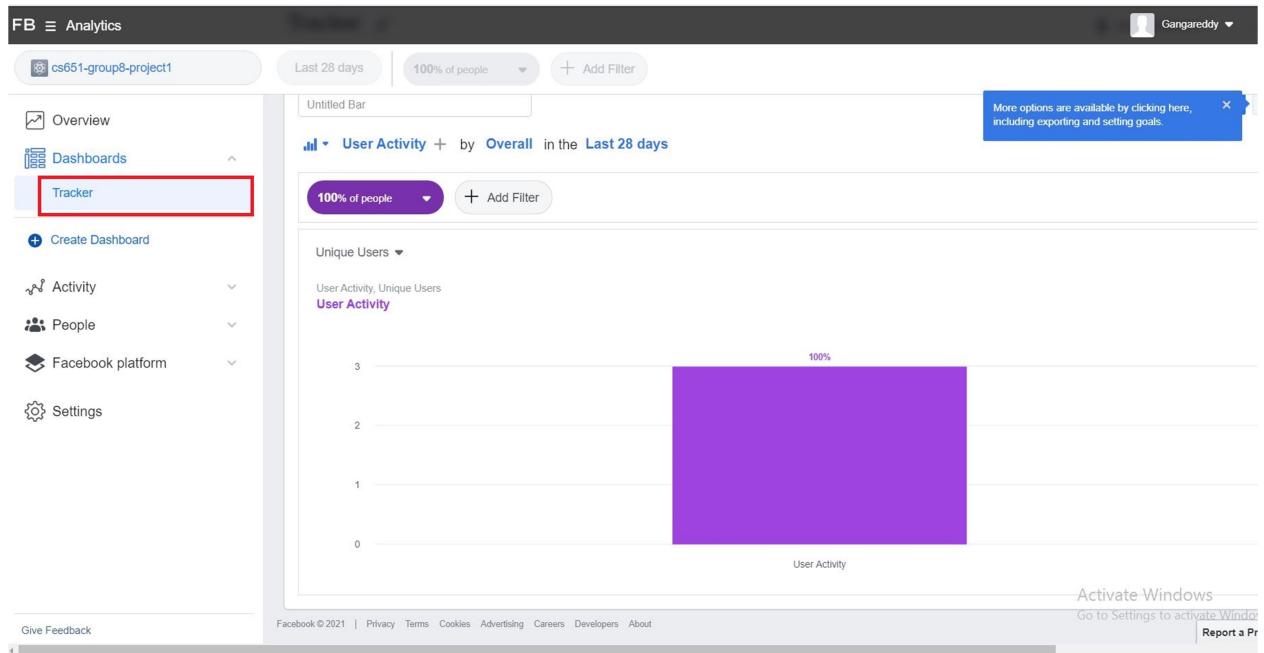
The screenshot shows the Facebook Developers dashboard for app ID 1024365154762700. A red arrow points to the 'View Analytics' button in the top right corner. A message at the top states: "Facebook Analytics will no longer be available after June 30, 2021. For more information visit the Business Help Center." Below the message, there's a section titled "Required Actions" which says "You don't have any required action items to display. If any of your apps need immediate attention in the future, an item will show here." To the left is a sidebar with links like Dashboard, Settings, Roles, Alerts, App Review, and various products like Facebook Login and Analytics.

### The Analytics Overview Dashboard:

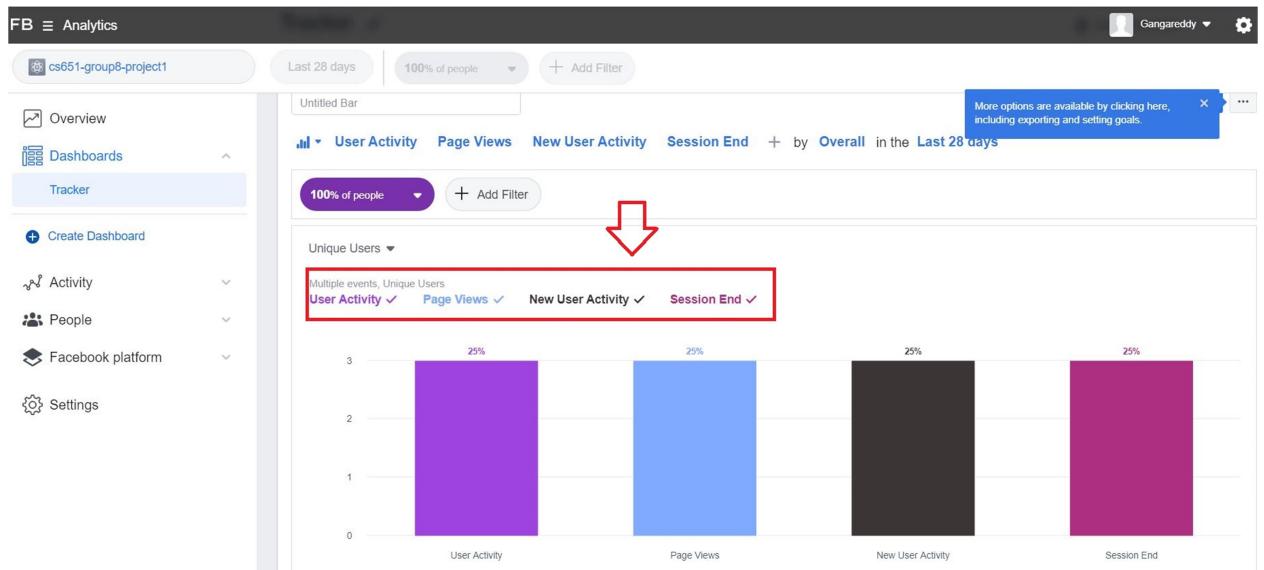
The screenshot shows the Facebook Analytics Overview Dashboard titled "Tracker". The sidebar on the left includes links for Overview, Dashboards, Create Dashboard, Activity, People, Facebook platform, and Settings. The main area displays "Highlights" with metrics for New users (3), Unique Users (3), Week 1 retention (0.00%), and Median session length (4.9 min...). It also shows "Growth metrics" with a note "Not enough data" and a "User activity" chart. On the right, there are promotional sections for the mobile app and a featured blog about Instagram and Pages.

We have created a dashboard called **Tracker** and chosen to present the user activity in the bar format.

Here is the screenshot of the output we got



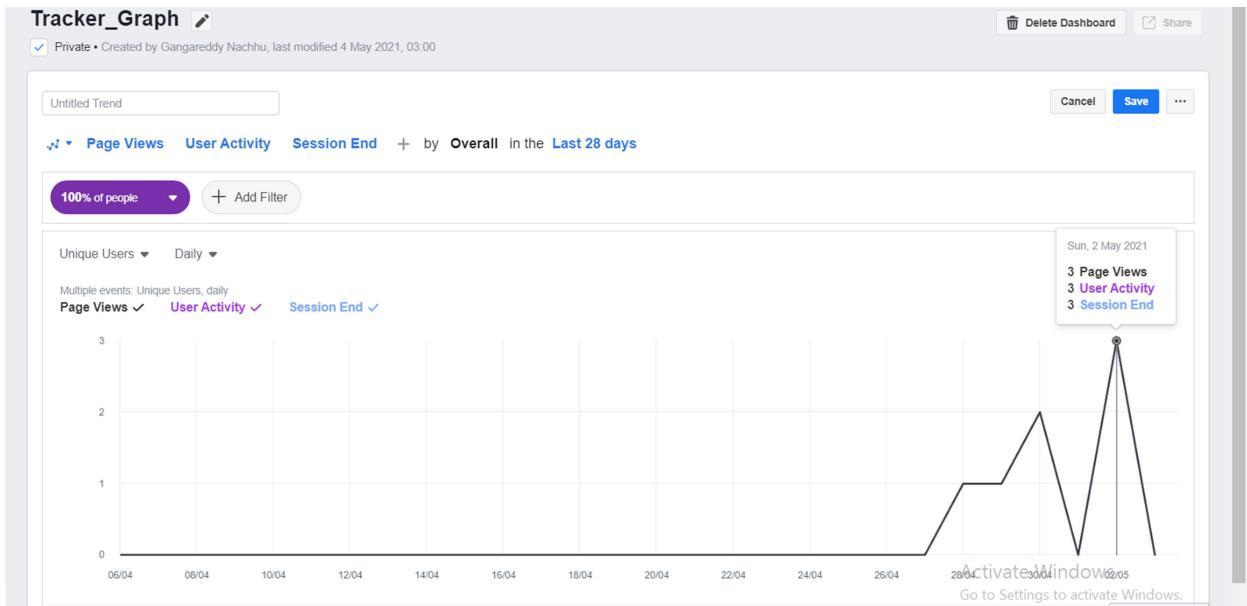
We have also added different fields like Page views, New User Activity ,Session End and compared the performance of the application.



We have analyzed the application using different kind of plottings  
Here are the list of the categories we used for analyzing the data.

-  Bar  
Measure and compare quantities.
-  Breakdown  
Analyse multiple categories.
-  Cohort heat map  
See how groups behave over time.
-  Cohort trend  
See how groups behave over time.
-  Funnel  
Pinpoint drop-off and conversion.
-  KPI  
Track acquisition, retention and more.
-  Overlap  
See overlaps in audience and activity.
-  Pie  
Measure and compare parts of a whole.
-  Trend  
See changes over time.

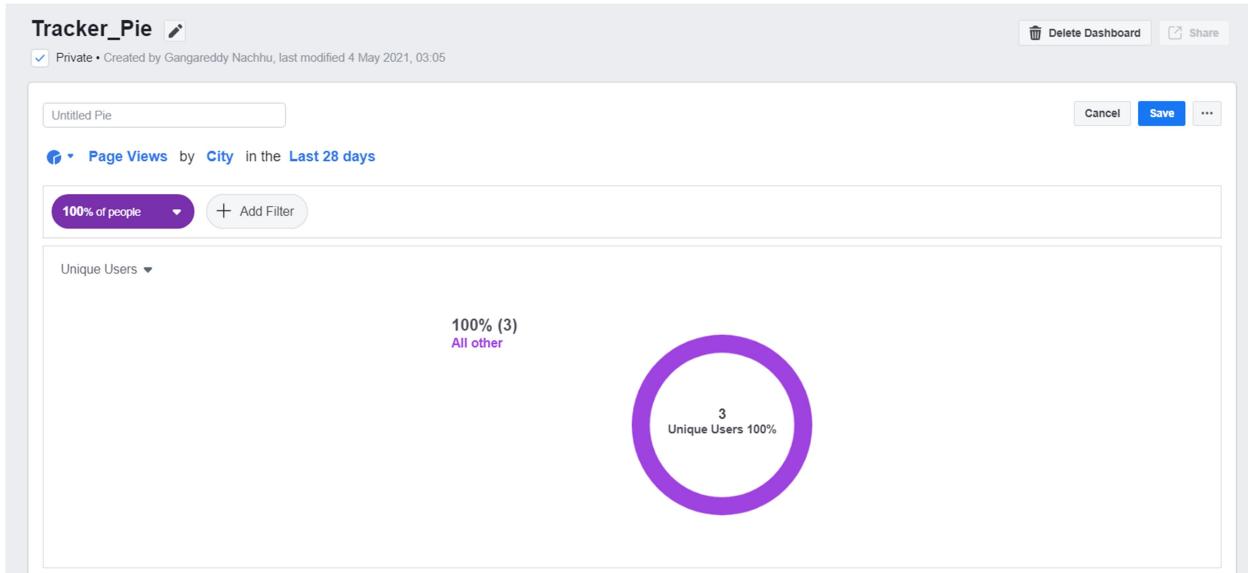
## Graph representation of the data





**Metric 1- Growth Metrics-> Unique Users : Last 28 days->Unique User 2.1.a:  
metric 1- provide a graphs/plots/visualizations:**

We have created a custom dashboard called Tracker\_Pie and presented the unique users who visited the page in last 28 days.



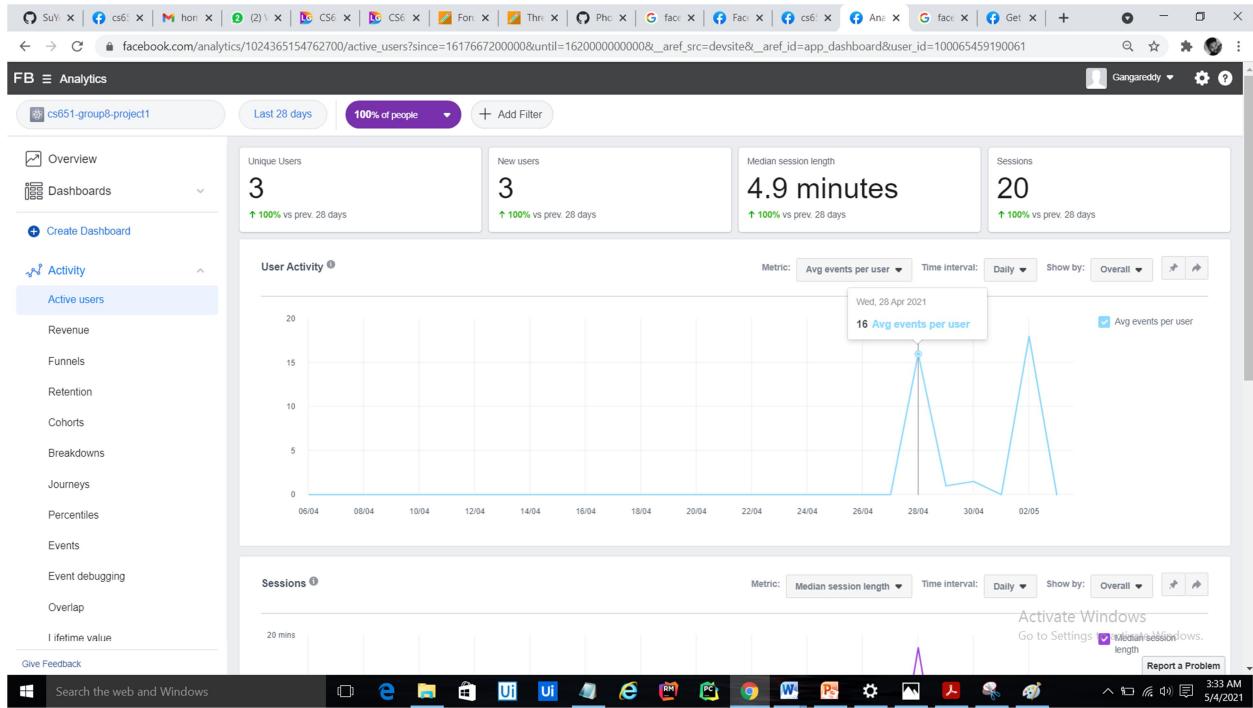
**2.1.b: Interpret the metric 1's trends:**

The above view shows the unique users who visited the page in last 28 days.

**2.1.c: limitations of metric 1:**

This metric does not provide knowledge about the time range unique users are using this app the most. Some people just open the app and does not fully utilize the functioning of the app which is why we cannot accurately estimate the number of unique users who are currently active.

**Metric 2- Metric : Avg Events Per user : 2.2.a: metric 2- provide a  
graphs/plots/visualizations:**



## 2.2.b: Interpret the metric 2's trends:

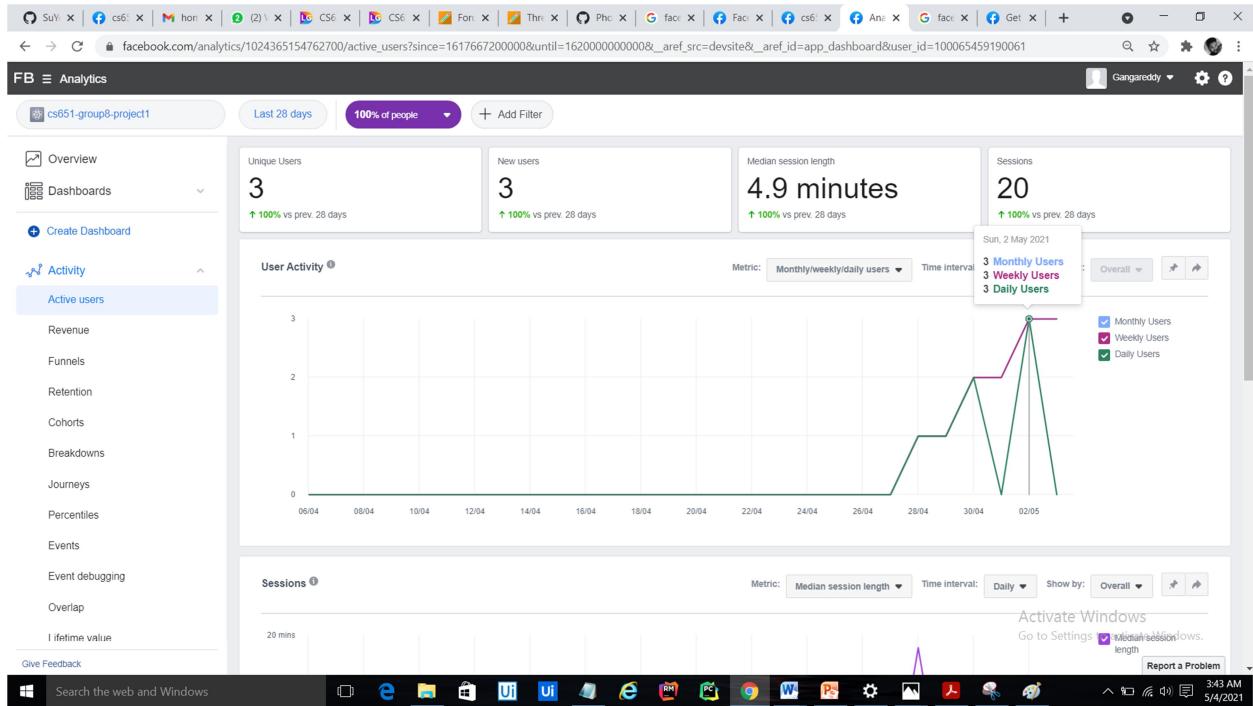
Avg events per user gives the number of activities performed by the user in a particular session.

This metric helps in knowing the users who fully uses the application functionality as the number of events increase then it states the application is used to full extent.

## 2.2.c: limitations of metric 2:

This metric shows the average events but not specific to the exact number of events performed by the user.

## Metric 3- Metric : Monthly/weekly/Daily Users: 2.3.a: metric 3- provide a graphs/plots/visualizations:



### 2.3.b: Interpret the metric 3's trends:

These metric provides the number of users who login into the application on daily/weekly and monthly basis.

This metric helps in estimating the number of users who visit the app, so that the app can be boosted until it reaches the target audience.

### 2.3.c: limitations of metric 3:

Sometimes the metric provides tally which is redundant and not so accurate.

This metric fails to identify the genuine user and increments the counts of users for any visit made.

## 3: Compare Google Analytics with Facebook Analytics

Facebook Analytics allows you to understand and optimize your complete customer journey across mobile, web, bots, offline, and more. Facebook Analytics is available in a number of Facebook products or you can implement it into your mobile app or website.

Google Analytics is a web analytics service offered by Google that tracks and reports website traffic, currently as a platform inside the Google Marketing Platform brand.

We found that both facebook and google analytics provide the statistical data in well defined manner. They helped displaying various demographics of our application.

